

wowfest



17,18, & 19 August 2012

St Martin's Down, Isle of Wight



..... for people who want to global party.....



Mission and Brand

WOW Fest is a Global Journey



- WOWFest is a world of music, culture, food, dance, cabaret, theatre
- WOWFest promises audacious programming
- WOWFest is a unique sustainable community
- WOWFest guarantees new experiences
- WOWFest creates an impact
- WOWFest delivers the unexpected
- WOWFest is a vibrant mix of established & new talent
- WOWFest inspires
- WOWFest is "Wow!"

WOWFest is not a name,
it is a reaction

WOWFest Culture
creates a response

WOWFest has
integrity

WOW Fest is a Global Party

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The Detail:

- 30,000 capacity
- Mid summer timing of 17, 18 & 19 August 2012
- 5 'active' and focus stages
- Vibrant mix of known and new artists
- Local authority support at all levels
- Established effective transport in place
- Located on the 'festival island' that is the Isle of Wight

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The Opportunity

To be:

- A 'Founder' partner of this new and fresh festival
- Part of a unique proposition
- Contribute effectively to the environment

To:

- Deliver on your CSR objectives
- Create unique and impactful related campaigns
- Maximise brand and sales opportunities
- Create a 'tailor made' partnership that suits your needs



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WOW Fest promises audacious programming

Global celebrities on the Main Stage

African Village hi-life

Caribbean mash-up

Global Walkways

World Jazz

Shaved Fish & the Latin Quarter

Music, culture, dance, cabaret, theatre



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Musical Direction

WOW Fest is a vibrant mix of established & new talent



Main Stage:

Elbow
Annie Lennox
Paolo Nutini
Robert Plant and Band of Joy
Roger Daltrey
Sade
The Pretty Things
...and many more!

Global Stage:

Youssou N'Dour
Levi Roots
Chaka Khan
Toots and the Maytals
Renegades Steel Orchestra
Jimmy Cliff
..... and other popular global acts!

Jazz and other stages:

Corrine Bailey Rae Lianne Carroll Genco
The London Gospel Community Choir
Sarah Jane Morris.... ..and much more

Please note all bands to be confirmed

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Partners already on the journey

Carlsberg UK with Tuborg, their music brand

Hovertravel (The Bland Group)

Red Funnel Ferries

Kawai Pianos (UK)

Southern Vectis, IOW buses

Sustrans, national sustainable travel network

Eco-Island Partnership CIC

Solar Aid, charity number 1115960

Wildlife Trust, IOW woodland squirrels project

Community Rail Partnership, Southern Transport

Building schools for Africa, charity number 1127661

Discussing the WOWFest journey with others, including Trojan Records / Universal



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WOW Solar

WOWFest creates an impact

WOW Fest aims to become a totally solar powered eco-festival within 5 years. It aims to work with its partners and use the Festival as a vehicle to highlight the partners CSR credentials, supporting the overall ethos.

WOW Fest 2012 features a solar powered African Village with Hi-Life stage, plus educational workshops designed to raise awareness to solar powered energy and its value to African life as well as our own environment.

WOW Fest officially partners Solar Aid, Charity Number 1115960, helping to combat global poverty and climate change by bringing clean, renewable power to the poorest people in the world. WOW can make a real impact on people's lives, be it a child's education or one less death from kerosene lamp poisoning, by tapping into free, clean, renewable energy - the sun.



Ethical message

WOW Fest is a sustainable community

WOW Fest is a global party built on a sustainability platform with an ambition, not only to entertain in a sustainable environment, utilising best practice in energy production and consumption, waste and water management but to go beyond hygiene factors to deliver a positive social and environmental impact through world music and shared culture - to make a leap from being part of the problem to being part of the solution.

WOW Fest is a global journey

WOW Fest has integrity

WOW Fest aims to re-invest profit into the world from which it derives its artists and inspiration to deliver a transformational impact in poverty and, in doing so, realise the ambitions of the millions of people who provide the ingredients of culture.



Loco & Eco

WOWFest inspires



Located on St Martin's Down, 1 mile out of Shanklin, 3 miles from Ventnor in the south of the Isle of Wight, with views rivalling the 1970 IW Festival on Afton Down, the WOWFest site has 200 acres of farmland either side of the A3020 and can be reached directly by cycle on the Sunshine Trail cycle track from the ferry ports or Shanklin station.

WOW Fest already has working partnership with Network Recycle, Sustrans (cycle & travel networks), Wildlife Trust (red squirrel habitat planting schemes), Southern Vectis Bus Company (free Island bus travel), Isle of Wight Council, Solar Aid (solar power projects), aims for global partnerships with Oxfam or Unicef, and has other partners in negotiation.



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Final Note

WOW Fest offers an excellent opportunity for belonging to a sustainable brand community with involvement in an ethical niche music market at a significant international level, in pop-up events that target and involve the young as well as the established musicians and audiences.

With support, sponsorship, partnership, investment and marketing we are confident that the WOW Fest music festival brand is a strong message platform with potential to grow sustainably and be heard.

Supporting WOW Fest could be the best decision this planet has seen.

From the unique eco-friendly Isle of Wight, with all its musical heritage, this pop-up festival could genuinely make a difference to the world.

WOW Fest aims to be profitable and to donate profit directly back into projects of an ecological nature that are socially responsible, in parts of the world from which WOW Fest draws its creative inspiration.



Production

WOWFest delivers the unexpected



Festival Director / MD – Philip Snellen
Director of Communications – Geri Ward
Director of Finance – William Smith
Director of Sponsorship – Gareth Roberts
Director of Human Resources – Andrew Fishleigh
Operations Director – Louise Prior
Sustainability Consultants – Fraser & Griffin
Markets Manager – Rosie Babbington
Site Manager – Frank Cox
Assistant Production – Sue Wheeler
Transport & Power Manager – Paul Jones
Website, social media, PR – Media Junction
Graphic Designer – Al McDonald
Site Security – CTP
Highways Safety – the AA
Health & Safety – The Event Safety Shop
Accountants – Westbury / NR Welch & Co
Lawyers – Keystone Law

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Contact Details

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Also:

Facebook: friend request Philip Snellen, or be a fan of "WOW Fest IOW"

MySpace: ID wowfestiow

Twitter ID: # WOWfestIOW

Post:

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WOW Festivals Ltd.,

Registered in the UK under Company Number 7010669

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"WOW puts down roots all around the world from which it draws up energy and ideas and draws down investment into the communities that provide its ingredients. The World's first island hopping pop-up festival, capable of changing size and shape from St Lucia to Haiti to the Isle of Wight".

Robin Smith, HOST Universal